

ORDER



Orders
Order / Rev: 184702
Alt Order #:
Product Desc: House Majority PAC
Estimate: 1636
Flight Dates: 09/18/12 - 09/24/12
Original Date / Rev: 08/21/12 / 08/21/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/House Majority PAC
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: P2
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	31	\$54,150.00	\$46,027.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	31	\$54,150.00	\$46,027.50	0.00
Totals	31	\$54,150.00	\$46,027.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KMGH	09/18/12	09/24/12	6-7A News M-F/KMGH	CA	6A-7A	MTWTF--	:30	2	\$600.00	P2	0.00	NM	2	\$1,200.00
				6-7A News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		2				\$600.00		0.00			
E 2	KMGH	09/18/12	09/24/12	GMA M-F 7-9A / KMGH	CA	7A-9A	MTWTF--	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
				GMA M-F 7-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		2				\$700.00		0.00			
E 4	KMGH	09/22/12	09/22/12	7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
				7-9a Sat Morning News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----S-		1				\$600.00		0.00			
E 6	KMGH	09/23/12	09/23/12	7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				7A-8A SUN MORN NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----S		1				\$500.00		0.00			
E 7	KMGH	09/18/12	09/24/12	The View	CA	10A-11A	MTWTF--	:30	2	\$700.00	P3	0.00	NM	2	\$1,400.00
				THE VIEW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		2				\$700.00		0.00			
E 8	KMGH	09/18/12	09/24/12	11A-12P News/KMGH	CA	11A-12P	MTWTF--	:30	2	\$600.00	P1	0.00	NM	2	\$1,200.00
				11A-12P News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		2				\$600.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 9	KMGH	09/23/12	09/23/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A -----S	:30	1	\$550.00	P1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	-----S		1		\$550.00		0.00				
E 10	KMGH	09/18/12	09/24/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm MTWTF--	:30	4	\$550.00	P3	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--		4		\$550.00		0.00				
E 12	KMGH	09/18/12	09/24/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P MTWTF--	:30	2	\$650.00	P1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--		2		\$650.00		0.00				
E 13	KMGH	09/18/12	09/24/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P MTWTF--	:30	2	\$900.00	P3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--		2		\$900.00		0.00				
E 14	KMGH	09/22/12	09/22/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p -----S-	:30	1	\$550.00	P2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	-----S-		1		\$550.00		0.00				
E 15	KMGH	09/23/12	09/23/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P -----S	:30	1	\$750.00	P1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	-----S		1		\$750.00		0.00				
E 16	KMGH	09/18/12	09/24/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P MTWTF--	:30	3	\$2,000.00	P2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--		3		\$2,000.00		0.00				
E 17	KMGH	09/18/12	09/24/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P MTWTF--	:30	2	\$1,800.00	P2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--		2		\$1,800.00		0.00				
E 18	KMGH	09/24/12	09/24/12	ABC Mon A Dancing With The Stars	CA	7P-9P M-----	:30	1	\$12,100.00	P1	0.00	NM	1	\$12,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	M-----		1		\$12,100.00		0.00				
E 19	KMGH	09/19/12	09/19/12	Modern Family (only) MODERN FAMILY	CA	8P-830P --W----	:30	1	\$4,000.00	P2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	--W----		1		\$4,000.00		0.00				
E 20	KMGH	09/20/12	09/20/12	ABC Thurs C ABC Thurs C	CA	9P-10P ---T---	:30	1	\$5,000.00	P1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	---T---		1		\$5,000.00		0.00				
E 22	KMGH	09/18/12	09/24/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P MTWTF-S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF-S		1		\$2,000.00		0.00				
N24	KMGH	09/23/12	09/23/12	ABC Prime Time Emmys Prime Time Emmys	CA	7P-10P -----S	:30	1	\$8,000.00	P1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	-----S		1		\$8,000.00		0.00				
												Totals	31	\$54,150.00